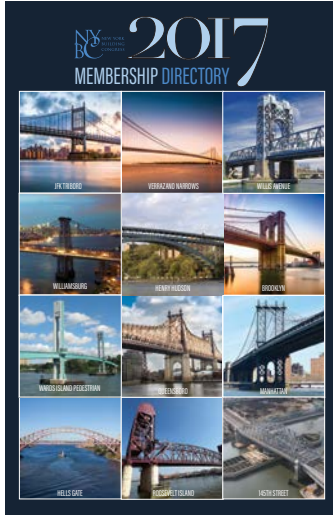


NYBC MEMBERSHIP DIRECTORY

2017 AD RESERVATION FORM



The Building Congress is offering the following advertising opportunities for the 2017 membership directory:

PREMIUM AD PAGES	
BACK or INSIDE COVERS COLOR	\$2,500.00
FULL PAGE COLOR	\$2,500.00
TAB PAGE FRONT or BACK COLOR	\$2,000.00
STANDARD AD PAGES	
FULL PAGE BLACK & WHITE	\$1500.00
HALF PAGE BLACK & WHITE	\$850.00
QUARTER PAGE BLACK & WHITE	\$500.00

PLEASE COMPLETE THE INFORMATION BELOW AND FAX TO 212-481-9290
DEADLINE FOR AD RESERVATION: MARCH 10, 2017

NAME _____

COMPANY _____

ADDRESS _____

PHONE _____ FAX _____

EMAIL _____

AUTHORIZED SIGNATURE _____

2017 MEMBERSHIP DIRECTORY AD RESERVATION CHOICE (Premium ads are filled on a first come, first serve basis)

Back Cover Inside Cover Tab Front Tab Back Full Page Color Full Page B/W 1/2 Page B/W 1/4 Page B/W

CREDIT CARD AUTHORIZATION

American Express MasterCard Visa Discover

CARD NUMBER _____ BILLING ZIP CODE _____

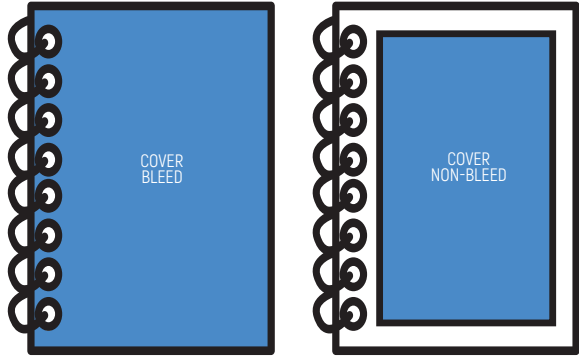
EXPIRATION DATE _____ SECURITY CCV CODE _____

AUTHORIZED SIGNATURE _____

FOR PAYMENT BY CHECK: New York Building Congress, Inc., 44 West 28th St., 12th Fl, New York, NY 10001

GUIDELINES FOR PREPARATION OF ARTWORK FOR DISPLAY ADS

PREMIUM ADS (Limited availability)

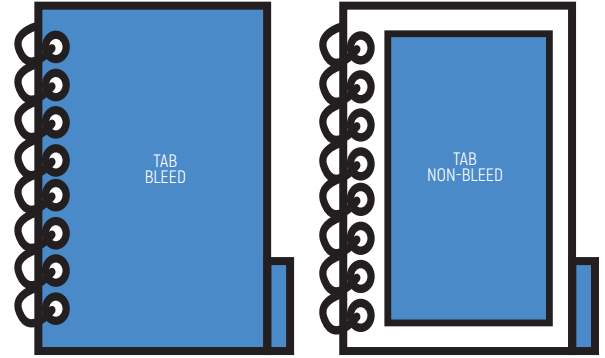


BACK & INSIDE COVERS (ONLY 3 AVAILABLE)

COLOR: FULL CMYK COLOR

Non-Bleed Size – 5"W x 7 1/2"H

With Bleed Size – 6 3/8"W x 8 3/4"H [on inside edge you MUST leave 3/8 inch + 1/8 bleed for spiral binding - copy no closer than 5/8" from page edges]

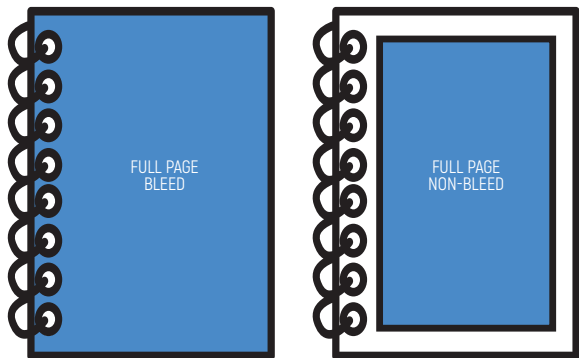


TABS (ONLY 6 AVAILABLE)

COLOR: FULL CMYK COLOR

Non-Bleed Size – 4 1/2"W x 7 1/2"H

With Bleed Size – 5 1/2"W x 8 5/8"H [on inside edge you MUST leave 3/8 inch + 1/8 bleed for spiral binding - copy no closer than 5/8" from page edges]

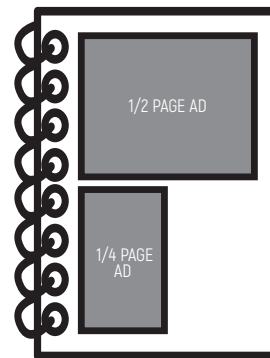


FULL PAGE ADS

COLOR: FULL CMYK COLOR OR BLACK/WHITE

Non-Bleed Size – 4 1/2"W x 7 1/2"H

With Bleed Size – 5 5/8"W x 8 3/4"H [Copy no closer than 5/8" from page edges]



FRACTIONAL ADS

BLACK/WHITE ONLY (NO COLOR)

Half-Page: Non-Bleed horizontal ONLY – 4 1/2"W x 3 1/2"H

Quarter-Page: Non-Bleed vertical ONLY – 2 3/16"W x 3 1/2"H

FILE PREPARATION & SUBMISSION

Acceptable file formats: 300 dpi PDF, AI, EPS, PSD, JPG, PNG if not converted to outline or flattened please provide fonts. RGB ads will be converted to CMYK.

E-mail ad files to: Nancy Ruzow – nancy@ruzowgraphics.com. Your ad will be run through printing pre-flight software upon receipt and you will be notified if the ad is okay or if it needs changes to adhere to our printing specs.

If you need your ad designed: contact Nancy Ruzow, nancy@ruzowgraphics.com, 203-227-2972

If you have any questions about ad prep: contact Nancy Ruzow, nancy@ruzowgraphics.com, 203-227-2972

DEADLINE FOR RECEIPT OF ARTWORK IS MARCH 10, 2017